

# Tried and True Ways to Create an Amazing Customer Experience

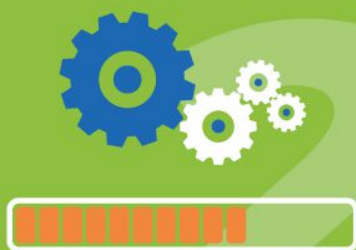


## Uncertainty

The phase of uncertainty is when a customer first comes to a business and they are not certain if the business is reliable or not.

## Alignment

The customer gets into alignment with what your business has promised to deliver.



## Experience

This is the phase where the customer begins to experience your service and its value.

## Ownership

This is when the customer is confident that a great customer experience will happen again.



## Amazement

This is the phase where your service is predictable and consistent. Your customer is guaranteed satisfaction.

Watch and learn more from Shep Hyken:

<http://www.cxglobalmedia.com/tried-and-true-ways-to-create-an-amazing-customer-experience>